Dear Vendors,



We are thrilled to host the 43rd Beaverdale Holiday Boutique virtually from November 1st thru November 11th, 2020. Our partnership with outstanding vendors, like you, creates an atmosphere of excitement and anticipation for the holidays as our shoppers find new favorite handmade items, or purchase products that they return for year after year. We look forward to continuing our long-standing tradition of providing a unique shopping event that continues to build your customer base and provide that unique gift to our shoppers.

Your registration fee of $110 includes a personal promotion of your products and event wide marketing using targeted digital media ads and Facebook boosts. Curbside pickup will be available for two days to lighten your shipping load and give your customers that sense of immediate purchase.



**Here are the details:**

# Digital Store Front creation – Links and photos due by 10/10

We are planning to host the event on the [Beaverdale Holiday Boutique Facebook page](https://www.facebook.com/beaverdaleboutique). The Holy Trinity website will feature a link to our dedicated vendor website with the photos and product information that you include on your application. For vendors that do not have a website, we will be able to show a limited number of your best photos and connect members to you via your phone or email. We understand that some vendors don’t utilize technology but will have customers that want the products they purchase from you year after year.

# Virtual Store Opens to Public – 11/1 thru 11/11

The Beaverdale Holiday Boutique online store will open on 11/1 for all of our Facebook friends to begin shopping. Throughout these 11 days, we will showcase each vendor, promoting the best of your wares through the pictures and information that you sent us when you applied.

# Vendor Delivery to Holy Trinity for Onsite Customer Pick Up-

# 11/12 from 5pm-9pm & 11/13 from 9am-3pm

The online store will close on 11/11 which will allow you, the vendor, to pull together your sales items on 11/12. For customers that want the convenience of picking up their items at Holy Trinity, you can deliver these items to Holy Trinity on Thursday the 12th, from 5pm-9pm and on Friday the 13th from 9-3pm. We will share a calendar that includes times to sign up to drop off your items. Vendors will be responsible to ensure the order is correct and work directly with the customer if any problems arise.

# Customer Pick Up-

# 11/13 from 4pm-8pm & 11/14 from 8am – 2pm

Customers will begin picking up their purchases on Friday, 11/13 from 4pm to 8pm and again on Saturday, 11/14 from 8am to 2pm. You may ship packages to your customers rather than utilize our onsite pickup if you and the customer prefer.

Our Facebook page already reaches over 2200 people. In order to maximize our virtual event, and ensure that your products are seen, we will purchase promotional plans on Facebook, use targeted digital media ads, optimize Holy Trinity media resources, and ask our 'friends' to share the event.

As always, we are including fun ideas to specialize our event and widen our audience. This year we will offer select bakery items from  Mrs. Kringle’s Bakery. Santa’s Sleigh Café will feature the Knights of Columbus’ chili. Santa will be accepting wish lists during an outdoor stopover at our school. Families can also sign up for a private, virtual visit with him on Zoom. Pre-orders and online payment will be available through our dedicated Beaverdale Holiday Boutique website.

The application fee will remain the same. This partnership will allow our customers to continue to make their favorite purchases for the holidays, with you, their favorite vendors, and allow our school to continue to fundraise through Des Moines' favorite holiday shopping experience, the Beaverdale Holiday Boutique! We are already looking ahead to 2021. Maintaining continuity will ensure that next year’s live show will be better than ever.

This is the 43rd year for the Beaverdale Holiday Boutique! Our valued customers continue to come back year after year to find YOU! We are so grateful we can offer this opportunity to keep you connected in 2020.



Katy Polich

Beaverdale Holiday Boutique Committee

515-770-9515

2020 Virtual Beaverdale Holiday Boutique Policies

1. The Beaverdale Holiday Boutique will host an online event from 11/1 thru 11/11, 2020. Shoppers will purchase your goods throughout this entire timeframe.
2. Vendor delivery to Holy Trinity will be 11/12 from 5-9pm and 11/13 from 9am-3pm.
3. Customer pick up at Holy Trinity will be 11/13 from 4-8pm and 11/14 from 8am-2pm

* **Applications are to be completed online by October 10th.** [**Click here for the application.**​](https://docs.google.com/forms/d/e/1FAIpQLSet-sfCWRVlpVX9S_kY3UsVwkl5NldfrDStV7OotLU2s4nrpw/viewform?usp=sf_link)Upon​ acceptance an invoice will be emailed and should be paid online using your credit card through our credit card processor, PayPal. Please note that you do not have to have a PayPal account to pay through PayPal. o
* Applications will be considered complete when all required information is received including: a) Payment of fees, b) Color photos of your merchandise, and c) Facebook, website, Etsy URL link(s), etc. have been received.
* Categories are limited to a certain percentage based on the number of vendors. Multilevel marketing businesses will be limited to one per company and filled in the order in which complete application information (and payment) is received.​
* The Boutique Committee will review your application and notify you of the decision with an e-mail.

* **Marketing** -The Beaverdale Holiday Boutique will host a virtual event from 11/1 thru 11/11 on its Facebook page. During this time, we will promote each vendor, showcasing the best of your products and designs.
  + We encourage you to continue to utilize all of the self-marketing tools (Facebook, Instagram, emails, newsletters, bulletins) that have brought you success.
  + The Beaverdale Holiday Boutique will utilize targeted digital media ads on multiple websites as well as Facebook promotional boosts to reach wider audiences 30 days prior to and throughout the event.
  + Holy Trinity will continue to promote the virtual Beaverdale Holiday Boutique through its website, Facebook page, and owned media: weekly bulletin, weekly school/parish newsletters, and digital outdoor sign.
* **Onsite Delivery** -​ An invoice should be attached to the outside of each onsite delivery package and include the customers full name, the date and time of pick up and the number of packages they are picking up (1 of 3, 2 of 3, 3 of 3, etc.). The vendor’s contact information should be noted on the invoice. As much as possible, please try to pull the entire order into one parcel.
  + Vendors will be responsible for ensuring that orders are packaged for delivery to ensure breakage does not occur.

* Vendors are responsible to maintain their own general commercial liability insurance and sales tax permits. Contact the Iowa Department of Revenue at 800-367-3388 with sales tax questions.

* Notice of cancellation must be received in writing (email) by October 30th, 2020. No refunds will be provided after October 30th, 2020.